

ATTACHMENT B

Plaintiffs' Exhibit 76

(Under Seal)

2019-2020 HealthCare.gov Open Enrollment Campaign

Paid Media Plan

August 2019

Campaign Considerations

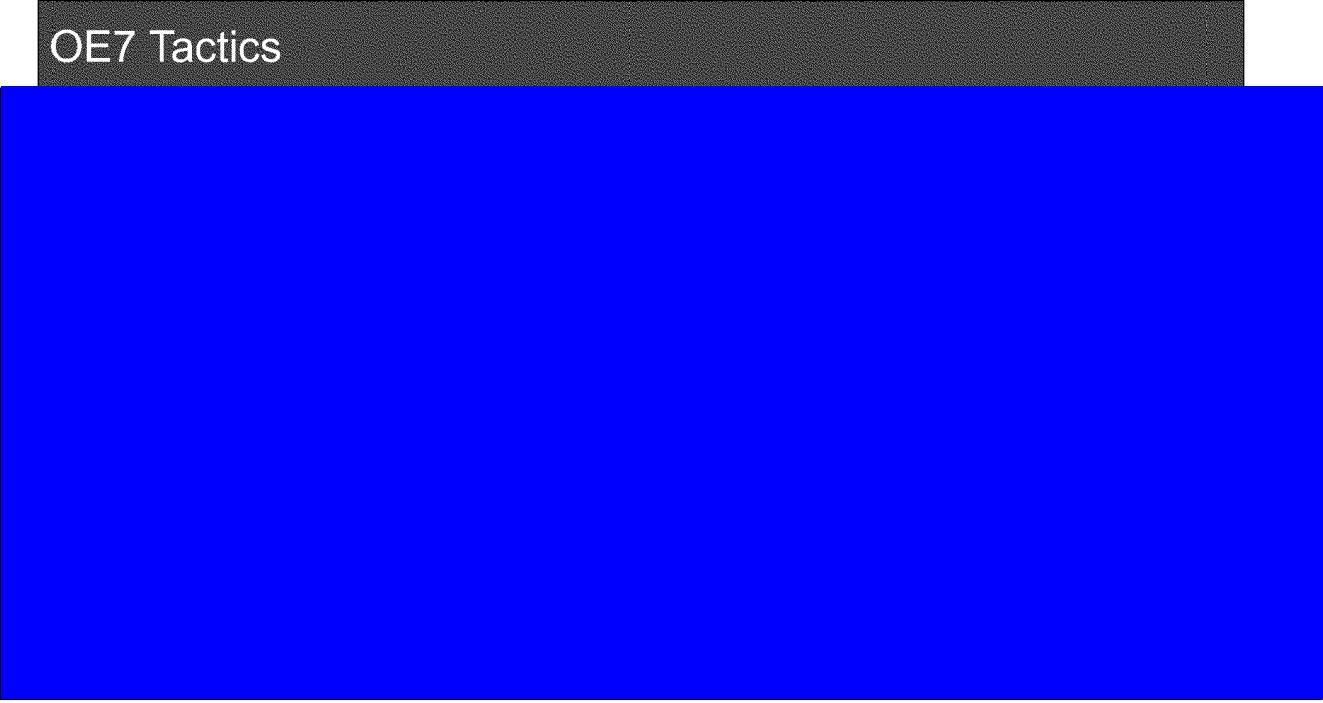


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OE7 Tactics



Paid Search – Rationale



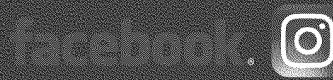
OE6 Performance

Actionable Insight

OE7 Rationale

- Focus budget on the most efficient areas by utilizing cost specific state groupings for targeting
- Drive cost effective enrollments from Exact match search terms
- Drive efficient CPA metrics
- Captures intent driven by awareness tactics such as Digital Video

Social – Rationale



OE6 Performance

Actionable Insight

OE7 Rationale

- Utilize lookalike modeling to drive successful scale against AP segments
- Build ad variants to capitalize on Facebook's algorithms to drive high performers with simple, fresh updates
- Instagram Stories was successful at driving email captures as a new tactic
- Continue to build email captures
- Continue to push stories ad format as scale continues to increase
- Reach AP audience when active on social media

Desktop Display – Rationale

Google MedIQ

OE6 Performance



Actionable Insight



OE7 Rationale

- Continue to leverage MedialQ as a secondary platform build additional message frequency
- Establish retargeting audiences earlier to drive early campaign performance.
- Heavy-up media as deadline approaches to convert last-minute consumers
- Drive engaged deep funnel users back to complete their application

Mobile Display – Rationale

Google MIQ

OE6 Performance

Actionable Insight

OE7 Rationale

Continue to leverage MIQ as a secondary platform to drive high conversion rates.

Continue to leverage Audience Partner segment data to reach a highly-qualified audience

- Prospect messaging to expand top of funnel
- Employ reminder messaging to drive audience into and through the enrollment funnel
- Strong supporting tactic for Search

Digital Video – Rationale



OE6 Performance

Actionable Insight

OE7 Rationale

Continue to use premium pre-roll inventory to drive high reach and performance
Introduce new digital video tactics and partners to expand reach.

- Drive awareness and message reinforcement
- Fuel Search tactic
- Deploy new partners (Hulu, Spotify, MiQ)



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Media Flighting

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OE7 Media Flowchart

Media	28-Oct	4-Nov	11-Nov	18-Nov	25-Nov	2-Dec	9-Dec	Budget	% of Budget
	Start 11/1						End 12/15		
Paid Search								100%	
Video/Audio (Streaming)								45.65%	
Social (FB/IG)								27%	
Mobile Display								12%	
Desktop Display								10%	
SMT/RMT Hold								5%	
Total Media								0.35%	
Adserveing									
Grand Total									